

Message Text

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AMEMBASSY DAR ES SALAAM

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E.O. 11652: N/A

TAGS: ENIV,KE

SUBJ: GENERAL MOTORS BREAKS GROUND FOR NEW VEHICLE
ASSEMBLY PLANT IN KENYA

1. AT CEREMONY APRIL 9 ATTENDED BY AMBASSADOR, GENERAL MOTORS KENYA LTD. BROKE GROUND FOR \$7 MILLION ASSEMBLY PLANT WHICH WILL PRODUCE 3,000 LIGHT COMMERCIAL VEHICLES A YEAR BEGINNING MID-1977. PLANT TO BE LOCATED FEW METERS FROM FIRESTONE TIRE FACTORY ON MAIN ROAD TO AIRPORT AND MOMBASA.

2. ADDRESSING HIGH-LEVEL GATHERING, MINISTER OF COMMERCE AND INDUSTRY GIKONYO KIANO EXPRESSED SATISFACTION OVER FACT THAT NEW COMPANY IS MAJORITY-OWNED (51 PER CENT) BY INDUSTRIAL COMMERCIAL DEVELOPMENT CORPORATION, WHICH IN TURN IS WHOLLY OWNED BY KENYAN GOVERNMENT. GM PARTICIPATION 49 PER CENT. MINISTER STRESSED THAT GM SELDOM CONCEDED MAJORITY OWNERSHIP TO ANOTHER PARTNER AND CONSTRUED THIS AS CONFIDENCE IN KENYA.

3. GENERAL MOTORS KENYA LTD. WILL BEGIN WITH 400 EMPLOYEES WORKING ONE SHIFT, ASSEMBLING BEDFORD LIGHT TRUCKS, AND IZUZU AND CHEVROLET PICKUPS. GOK TO EXTEND FULL PROTECTION IN THAT VEHICLES IN THIS CATEGORY WILL ENTER COUNTRY ONLY IN KNOCKED-DOWN CONDITION.

4. PLANT EXPECTED TO STIMULATE ESTABLISHMENT OR EXPANSION OF LOCAL FEEDER INDUSTRIES, WHICH WILL SUPPLY ITEMS SUCH
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AS WINDSHIELDS, TIRES, BATTERIES, SOFT TRIM,

PAINT, ADHESIVES, SPRING LEAVES, EXHAUST SYSTEMS,
BRAKE LININGS, SEATS, AND SPARE WHEEL CARRIERS.

5. MINISTER ALSO LAUDED PLANS WHICH NEW COMPANY
HAS FOR TRAINING KENYANS TO ASSUME TOP POSSITIONS.
MARSHALL

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